

Brightmoor

Brightmoor is generally bounded by Puritan and Fenkell to the north, the Chesapeake and Ohio railways to the south, Evergreen and the Southfield Freeway (M-39) to the east and the Redford Township city limits to the west.

Brightmoor has a high percent of youths. Over 50% of the housing units in Brightmoor are rental housing. Between 1990 and 2000, Brightmoor experienced a large loss in population and housing units. The resulting amount of vacant land presents considerable opportunity for reinvestment.

□ Neighborhoods and Housing

Issue: Housing in the southwest area of Brightmoor is very stable. The housing stock in the central area has sustained major losses from deterioration and demolition. There has been substantial infill housing in the past decade.

The southern portion of Brightmoor is isolated from the rest of the cluster; it is bounded by freeways and railways. This has contributed greatly to the deterioration and loss of housing stock.

GOAL 1: Preserve sound neighborhoods

Policy 1.1: Use code enforcement as a tool to maintain neighborhoods in the southwest portion.

GOAL 2: Revitalize neighborhoods with poor housing conditions

Policy 2.1: Encourage rehabilitation and infill housing development in the central area of Brightmoor.

GOAL 3: Increase residential density

Policy 3.1: Develop medium density housing near Fenkell to strengthen the adjacent commercial corridor.

Policy 3.2: Develop medium density housing at the northeast corner of Eliza Howell Park and in the area south of the Jeffries Freeway.

❑ **Retail and Local Services**

Issue: Fenkell and Schoolcraft contain the majority of Brightmoor's commercial sites. Along Fenkell, auto repair shops and towing yards are interspersed with vacant commercial structures.

GOAL 4: Increase the vitality of commercial thoroughfares

Policy 4.1: In conjunction with the retail node at Schoolcraft and Evergreen, encourage retail development along Schoolcraft.

GOAL 5: Increase the vitality of neighborhood commercial areas

Policy 5.1: Develop neighborhood commercial nodes along Fenkell with a compatible mix of locally serving, small-scale businesses and medium density residential along less viable sections.

GOAL 6: Develop a retail center

Policy 6.1: Develop a retail node at the Schoolcraft and Evergreen intersection.

GOAL 7: Improve the appearance of commercial areas

Policy 7.1: Encourage code enforcement, the removal of abrasive commercial uses, and physical improvements along Fenkell.

❑ **Industrial Centers**

Issue: Brightmoor's northwestern edge includes an industrial area between Eliza Howell Park and Telegraph. A strong industrial area with rail and freeway access is in the southeast corner.

GOAL 8: Increase the viability of industrial areas

Policy 8.1: Attract light industrial uses to the area southeast of Schoolcraft and Evergreen.

Policy 8.2: Improve signage, entry points and infrastructure in the industrial area southeast of Schoolcraft and Evergreen.

GOAL 9: Reduce conflicts between industrial, residential and natural areas

Policy 9.1: Establish and enforce designated truck routes to and from Evergreen, Southfield and I-96.

Policy 9.2: Buffer the negative impacts of industrial land uses upon Eliza Howell Park and residential areas southeast of Schoolcraft and Evergreen.

□ **Parks, Recreation and Open Space**

Issue: Eliza Howell Park lies along Brightmoor's western boundary. Pedestrian access to the park is limited. The area south of the Jeffries Freeway is adjacent to Rouge Park, but lacks access to the recreational activity center at Eliza Howell Park.

GOAL 10: Increase access to open space and recreational areas

Policy 10.1: Develop greenways to and through Rouge Park and connecting areas south and east of Eliza Howell Park, especially the residential area south of the Jeffries Freeway.

2000 Census - Demographic Profile

Neighborhood **Brightmoor**

Total Population

19,837

1990 Population

23,775

1990 to 2000 Change

-3,938

Percent Change

-16.56%

Race

White Only

2,921

14.73%

Black or African American
Only

15,928

80.29%

American Indian and Alaska
Native Only

180

0.91%

Asian Only

255

1.29%

Native Hawaiian and Other
Pacific Islander Only

0

0.00%

Other Race Only

105

0.53%

Two or More Races

448

2.26%

Hispanic Origin

Hispanic Origin (Any Race)

240

1.21%

1990 Hispanic Origin

345

1990 to 2000 Change

-105

Percent Change

-30.43%

Gender

Male

9,143

46.09%

Female

10,694

53.91%

Educational Attainment

Population 25 or older

10,519

53.03%

HS Graduate or Higher

7,590

72.16%

Assoc. Degree or Higher

1,503

14.29%

Age

Youth Population
(Under 18 Years Old)

7,379

37.20%

1990 Youth Population

8,403

1990 to 2000 Change

-1,024

Percent Change

-12.19%

0 to 4 Years Old

2,031

10.24%

5 to 10 Years Old

3,036

15.30%

11 to 13 Years Old

1,073

5.41%

14 to 17 Years Old

1,239

6.25%

18 to 24 Years Old

1,939

9.77%

25 to 44 Years Old

6,507

32.80%

45 to 64 Years Old

2,952

14.88%

65 Years Old and Older

1,060

5.34%

Households

Households

6,995

Average Household Size

2.83

Population in Group Quarters

31

0.16%

Population in Households

19,806

Family Households

4,597

65.72%

Married Couple Family

1,600

34.81%

Female Householder Family

2,483

54.01%

One Person Households

1,948

27.85%

Housing Units

Housing Units

7,737

1990 Housing Units

9,310

1990 to 2000 Change

-1,573

Percent Change

-16.90%

Vacant Housing Units

866

11.19%

Occupied Housing Units

6,871

88.81%

Owner Occupied

3,060

44.54%

Renter Occupied

3,811

55.46%

Housing Value

Owner Occupied Units

2,921

Less Than \$15,000

400

13.69%

\$15,000 to \$29,999

408

13.97%

\$30,000 to \$49,999

606

20.75%

\$50,000 to \$69,999

530

18.14%

\$70,000 to \$99,999

818

28.00%

\$100,000 to \$199,999

141

4.83%

\$200,000 or More

18

0.62%

Household Income

Less Than \$10,000

1,448

20.70%

\$10,000 to \$14,999

626

8.95%

\$15,000 to \$24,999

1,189

17.00%

\$25,000 to \$34,999

1,045

14.94%

\$35,000 to \$49,999

990

14.15%

\$50,000 to \$74,999

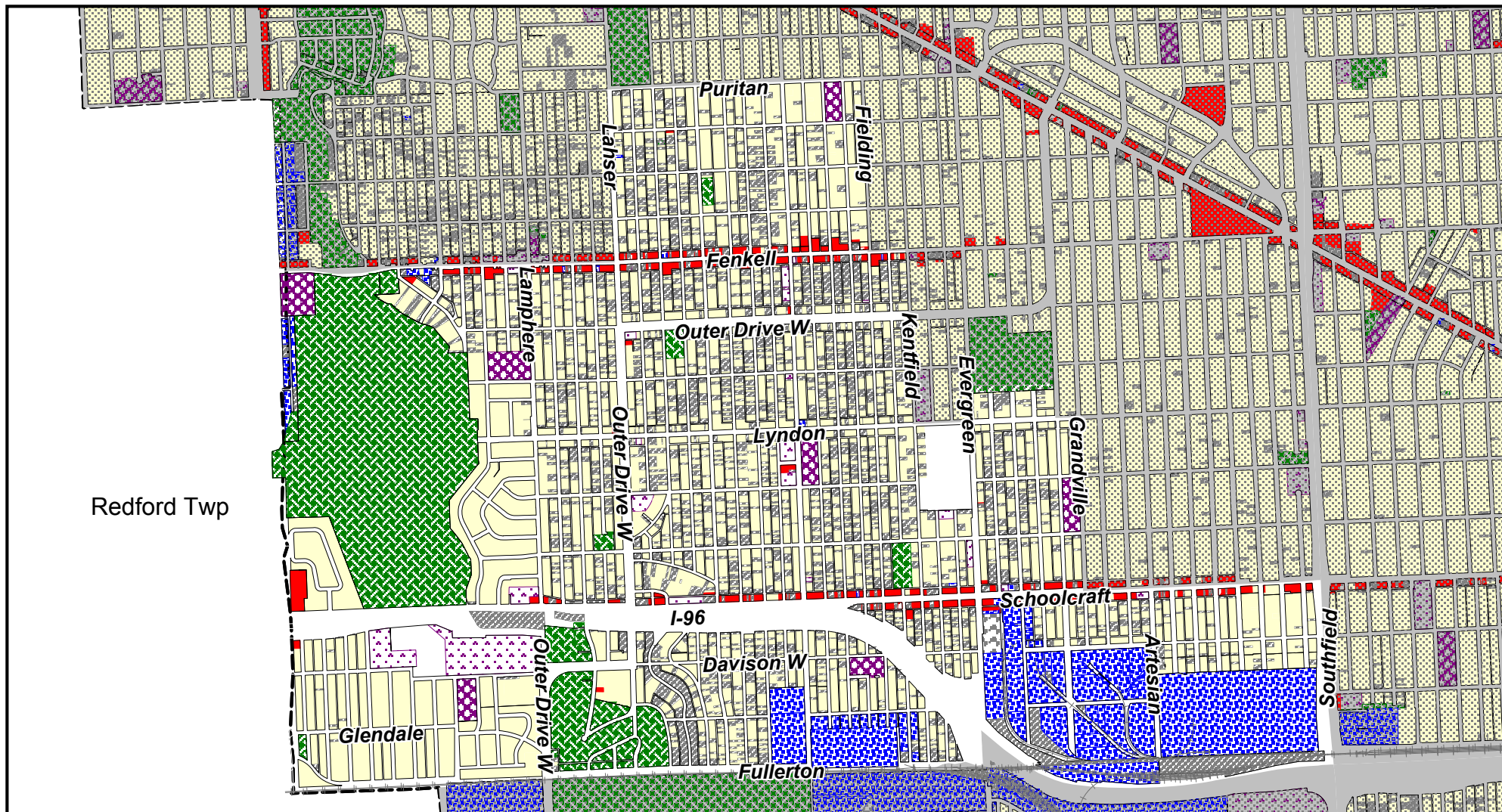
1,109

15.85%

\$75,000 or More

588

8.41%



Map 8-1A

City of Detroit
Master Plan of
Policies

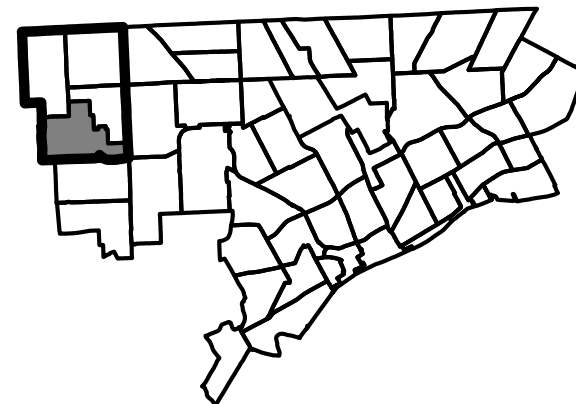
Neighborhood Cluster 8 Brightmoor

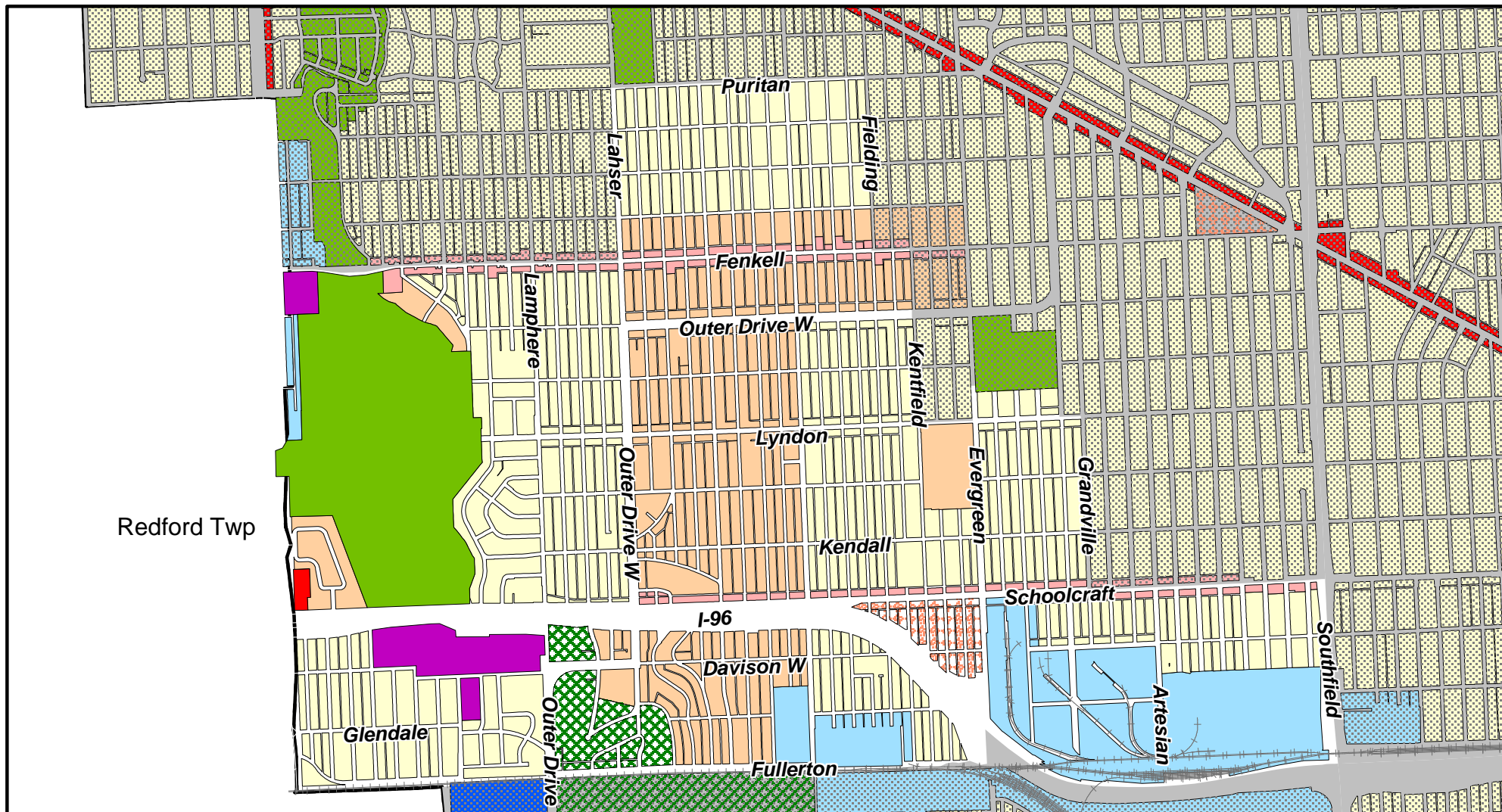


Existing Land Use * -

- | | |
|-------------------------|----------------------------|
| Residential | School - Primary/Secondary |
| Commercial | School - Other |
| Office | College/University |
| Industrial | Institutional |
| Transportation | Cemetery |
| Utilities/Communication | Recreation/Open Space |
| Hospital/Clinic | Vacant |

* January 2000 Existing Land Use. Sources:
Detroit Public Schools DataImage database;
Recreation Department Site Inventory;
Planning and Development Department's Property Information System (PINS);
Finance Department, Assessment Division's Integrated Physical Data System (IPDS).





Map 8-1B

City of Detroit
Master Plan of
Policies

Neighborhood Cluster 8 Brightmoor



Future Land Use -

- | | |
|--------------------------------|--------------------------------|
| Low Density Residential | Light Industrial |
| Low-Medium Density Residential | Distribution/Port Industrial |
| Medium Density Residential | Mixed - Residential/Commercial |
| High Density Residential | Mixed - Residential/Industrial |
| Major Commercial | Mixed - Town Center |
| Retail Center | Recreation |
| Neighborhood Commercial | Regional Park |
| Thoroughfare Commercial | Private Marina |
| Special Commercial | Airport |
| General Industrial | Cemetery |
| | Institutional |

